

NO ADDITIVES

NEW WINSTON

TRUE TASTE

November 1997

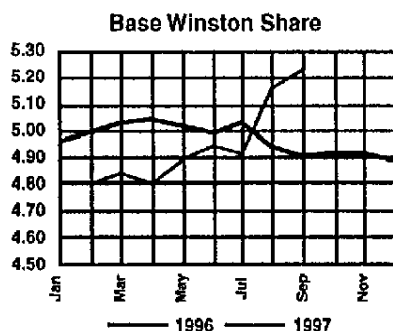
The WINSTON "No Bull"etin

SMOKE THIS!!

Just when you thought it was safe to go back in the store....

Well, lets just say that huge congratulations are in order to you guys for the brilliant job you've all done in painting the world red-white-red. Many of our marketing peers working on other brands in the building are calling Winston the "blanket brand"— it covers the nation.

News on the home front continues to be positive with more and more anecdotes about adult Marlboro smokers trying the only leading brand with No Additives for True Taste. Calls from consumers have been overwhelmingly positive regarding taste, packaging, and advertising on New Winston. **AND IF YOU HAVEN'T HEARD...!!** Base Winston is up almost .4 SOM for August and September!!!



Since this is the first "No Bull"etin from Big Tobacco, you'll have to excuse my lack of familiarity with the retail vernacular. Two months ago, I thought a ROM was computer memory, and a 'plus out' was something you did with an algebra problem. All kidding aside, I am new at the retail phase of the game, but have had some great help from you folks out in the field and the support staff here in the building. Your suggestions and ideas are welcomed—we do read them! Now that Winston and No Bull are out there and doing so well, its time to really keep the momentum going to take this thing

over the top. Everyday, we need to ask ourselves the question, "What can I do to ensure that Winston is a success?" Here are some tips that will add fuel to the fire we've already created with the Winston launch.

1. Make a home for Winston Box Product

Without solid distribution of its box products, the Winston relaunch will not be successful!!

Manufacturing has beefed up our Winston box capacity and inventories as box shipments continue to shoot through the roof, but we are finding that many calls are out of stock on Box FF 83's and Box Light's 83's. These 2 styles represent almost 80% of Winston's growth so far in the repositioning. Also, as many of you know, there is a great opportunity out there for Winston Ultra Light Box 83's. Before the launch, this style represented less than 1% of Winston's overall business. Last month UL box 83's were 10% of the total volume for Winston. 20-pack displays will be available on open order at the end of November for all Winston Box 83 styles. Sell in these displays and make sure your calls are reordering. Let's get it done now before Marlboro Ultra Lights.

2. Intercept Competitive Adult Smokers!

The best method of getting Winston into the hands of a competitive adult smoker is to give it to him/her. We have found that while many smokers are aware of Winston's new positioning, they have not purchased the product.

We are in the most exciting time this brand has seen in 20 years, so let's not miss any

opportunities to bring competitive adult smokers to Winston. Every smoker we can get to try Winston, brings us one step closer to success. Where legal, make sure they're 21+ and a smoker and ,then, go convert them.

3. Sustain Retail Presence.

Now that the world is red-white-red, we need to keep it that way. Competitive adult smokers have repeatedly answered that the way they learned about the Winston proposition was from in-store signage.. Gary Black, the widely regarded tobacco industry analyst has credited RJR with "turning around" its Winston brand. Its up to you now to keep this locomotive running. A quote from Gary Black on Winston's recent success in USA Today : "...there's no one else with the 'Be real' positioning." 10/30/97

And now that the world knows Winston is the only big brand with No Additives for True Taste, its time to hit hard with No Bull attitude. New '98 POS for Workplan Changeover will do just that with two primary messages:



Nothin' But Winston Nothin' but Taste
Any old POS and PDI pieces need to be removed from the landscape. It's important

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that we take every opportunity to expose adult smokers to New Winston. Neons with old copy are usually fine, except for signs with the old pack graphics. It's the New Winston proposition driving increased sales and market share, so lets do all we can to keep all of our presence materials current.

3. Banners: Hang all you want- We'll make more

One of the most effective forms of outdoor advertising we have is hanging banners at the stores. In some areas, banners placed in the field will be the only message with the No Bull attitude that the customer sees. Especially in areas where you are not seeing many billboards, get as many Winston banners in the market as possible. Many of you have been asking why we are not providing pricing banners. Given our limited resources, the brand decided that it would be more impactful to the adult smoker to expose them to Winston's No Bull attitude. Remember, Winston can't own price, but we can own No Bull! Let's keep those banners flying to finish out the year with the strongest presence Winston has ever seen.

Here are a couple of billboards you will be seeing in the market:



Play of the Month...

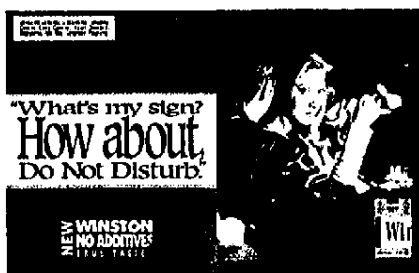
Goes out to Retail

Representative, Renee L. Kot of the Louisville, KY Division. Wounded by the tremendous onslaught of Marlboro, and in the face of overwhelming enemy odds, Renee found a way to take No Bull over the top. Armed only with \$75 and a good idea, Renee had 300 "No Bull" pins made for retail clerks. Renee even 'tested' the retailers to make sure they were familiar with Winston's new proposition before she allowed them to wear the "No Bull" badge of honor. Renee also gave every retail representative in the division "No Bull" pins for their account. Reports from the battlefield show increased retailer awareness and adult smokers who have learned firsthand about New Winston. Good Job Renee!!



of the Month!!

Out of stocks have gotten so bad in some divisions that national newspapers have even taken to reporting the situation. A USA Today article from October 30th quotes retail clerk Patti Hinzman, from Hergert Oil's Super C chain of gas and grocery stores in Lincoln, NE, "...now it's flying off the shelf, I'm always out of it..." You know who you are, so lets get some Winston's in Hergert Oil..



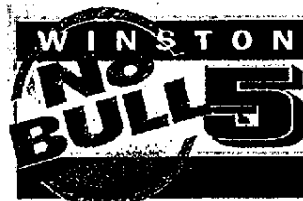
Questions and comments....

The Filter Saga.... We have had many questions asking why our Ultra Lights KS Box and Soft Pack have different filter

colors. Well, when we introduced the box product, we gave it a white filter, because that's what adult competitive Ultra Lights smokers were used to smoking. The issue is that we currently ship ten times as many soft packs with the cork filter as we do the box product. The box product is growing by leaps and bounds, but we do not want to change the filter on the soft pack and alienate the adult franchise smokers who are using the product.

NO Bull Pens... Many of you have asked about refills for the NO Bull pens.....You can use Diplomat refills available at Staples, Office Depot, and wherever No Bull office supplies are found.

NASCAR Winston Cup... "Why doesn't Winston do more to leverage racing?" 1998 will be the first year that the brand truly leverages our most powerful tool: Winston Cup. We've got a huge promotion planned for 1998 called The Winston No Bull Five. This promotion will run from January through October. The timing is perfect given that we have a new brand and 1998 is NASCAR's 50th Anniversary. The next "No Bull"etin will be dedicated to The No Bull 5, so I'll save the details for later.



Keep up the great work out there, and just call me or e-mail when I can be of assistance: Winton Jennette, (910) 741-4964, or Jennetw@RJRT.com, or look me up on the company's global address system.

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